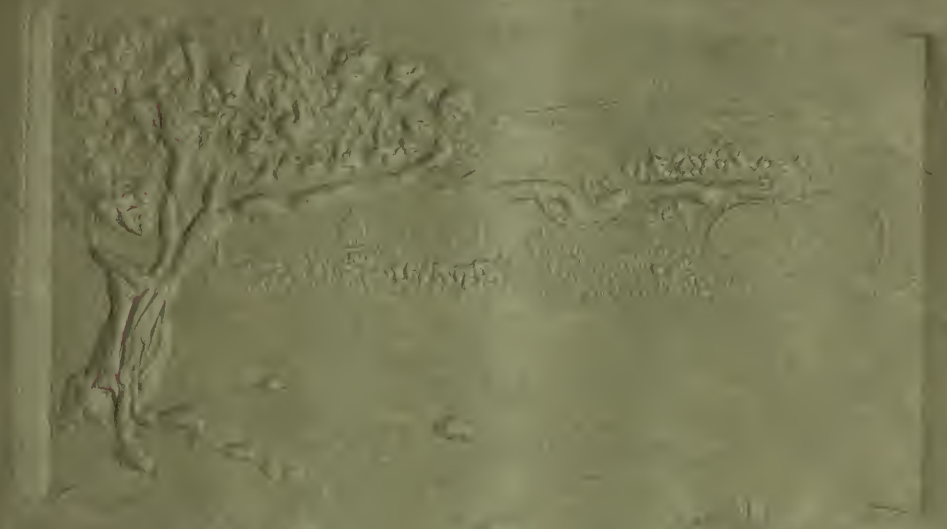


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MADISON WISCONSIN



PROSODIA
MISCELLANEA

Madison, Wis., Sept. 15, 1915

To Mr. Ernest J. Reese,
Urbana, Ill.

YOU believe in your city. That's why you live there. We are proud of ours. That's why we are calling to your attention, Madison, "The Four Lake City," by sending to you the booklet in which this card is enclosed.

This booklet will not have accomplished the full purpose of the sender unless, in the near future, we have the opportunity of showing you in person some of the scenes which this booklet but poorly describes.

Compliments of Madison Board of Commerce
The Sender.

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Madison Board of Commerce

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MAY 29 1917

MADISON

"The Four Lake City"



WISCONSIN

Issued by Madison Board of Commerce



CHICAGO & NORTHWESTERN RAILWAY DEPOT

“MADISON—NEXT STATION”

YOU, who have never visited Madison, Wisconsin, can scarcely appreciate the true meaning of these words: “Madison—next station.” But to the 30,000 permanent residents of this “inland water-front city” these words carry a genuine meaning of “home, sweet home.” To the occasional visitor there is a charm about this “city of the four lakes” which draws people back to Madison on every possible occasion. “Whenever I have a few days of spare time, and no

“Madison’s unusual railroad facilities and its increased motive power should induce the investment of capital along manufacturing lines.”

GEORGE C. MARKHAM.

pressing call to go elsewhere in particular, my first thought always is of a trip to Madison,” says Carl S. Vrooman, the well-known publicist. Munson Havens, Secretary of the Cleveland Chamber of Commerce, expresses his desire to re-visit Madison, in

these words: “It is a great delight to visit Madison, Wisconsin—the atmosphere of the town lingers in one’s memory long afterwards.” So, to both permanent residents and temporary guests, the announcement, “Madison—next station,” cannot come too soon, nor too often.



CHICAGO, MILWAUKEE & ST. PAUL RAILWAY DEPOT

“The commerce of Madison has been built up wonderfully in the last few years.”

A. J. EARLING.

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EAST WASHINGTON AVENUE FROM CAPITOL DOME



KING STREET FROM CAPITOL DOME

"No other state capital in this or any other land can vie with it in natural beauty."

W. D. HOARD.

perw 28542

12.20.47 p. Dup. coll.



NORTH HAMILTON STREET FROM CAPITOL DOME



WISCONSIN AVENUE FROM CAPITOL DOME

"Madison is a strange place—situated on a lovely, narrow, hilly isthmus between two beautiful lakes."

WILLIAM HARD.



WEST WASHINGTON AVENUE FROM CAPITOL DOME



STATE STREET FROM CAPITOL DOME

"The most beautiful little city in the world."

SIR EDWIN ARNOLD.



SOUTH HAMILTON STREET FROM CAPITOL DOME



MONONA AVENUE FROM CAPITOL DOME

*"We who love it are always watching to see how well it measures up
to its gifts."*

ZONA GALE.

A GOOD PLACE TO COME
AND REMAIN



CAPITAL OF A
GREAT COMMONWEALTH
BUT
MORE THAN A CAPITAL CITY

What's Your Interest in Madison



Clip this page from folder, fill out blank and mail to the Board of Commerce, Madison, Wis.

Board of Commerce,
Madison, Wis..

Without obligation on my part send me additional information on Madison as a

Residential City _____

Seat of Government _____

Educational Center _____

Home of Industry _____

Distributing Depot _____

Summer Resort _____

Place of Scenic Beauty _____

Name

Business

Address

MADISON AS A SEAT OF GOVERNMENT

Madison is the capital of Wisconsin, a state with a population in 1910 of 2,333,860; the county seat of Dane County, one of the richest agricultural counties in the United States, with a population of 77,000.

A new capitol building is nearing completion, costing \$7,000,000. The state departments are carrying on a pioneer work in many directions. This state has solved in advance many of the problems of state government which still continue to vex other states. Wisconsin is said to be, in many departments, the best governed state in the Union.

A new federal court house and post office building, costing \$550,000, will shortly be erected. All governmental buildings are located in the center of the city.

WHAT OTHERS SAY:

No other state capital in this or any other land can vie with it in natural beauty.

It has rarely been my good fortune to meet a body of public men who are more practical and at the same time more obviously earnest in their desire to achieve ideals for social and civic betterment than the public men whom I met at Madison.

It will always hold a unique position among the capital cities of the United States.

The city is worthy of one of the greatest agricultural counties in the United States.

—John Barrett, Director, Pan-American Union.
—A. B. Farquhar, Implement Manufacturer.

MADISON AS AN EDUCATIONAL CENTER

The University of Wisconsin, an institution which stands in the front rank among state universities, is located in Madison. Not content with the conventional limitations of education, it has constantly broadened the scope of its activities until, today, it has something to offer every citizen of the commonwealth.

In 1913-1914 there were 6,765 students registered, including 1,000 in the agricultural college, and over 6,000 others in the state taking correspondence study. There are over 50,000 people who claim "Wisconsin" as their alma mater. The University grounds cover over 900 acres, representing with buildings an investment of 5½ million dollars.

One sixth of the resident enrollment is registered from Madison.

Madison has two high schools, 11 public schools, 6 parochial schools, 4 schools of music, one academy, one business college, one school of telegraphy. The city conducts a continuation school and a night school. One-half of Madison's population is engaged in education.

WHAT OTHERS SAY:

Madison is the center of as significant an educational influence as I know about anywhere in the world.—Norman Hapgood.

A center of American ideals and institutions.—Herbert L. Bridgman.

Madison—an ideal university town in that as the years go on must become world renowned even greater education.—Dr. A. J. Custer.

Good solid, practical education and patriotic politics joined together make Madison an object lesson among the cities of the world.—Dr. Harvey W. Wiley.

MADISON AS A HOME OF INDUSTRY

More important than the combined value to the city of the various branches of government and the University is the industry and commerce of Madison. The city is fifth in the state in the number of industrial enterprises. The principal products turned out of its factories are: machine tools, gasoline and oil engines, electrical machinery, hospital furniture and fixtures, horse collar pads, saddlery, electric hand lamps, dry batteries, shoes, agricultural implements, cement stove silos, rennet extract, art glass, relief maps and models, boats, candy, cigars, beverages, ice cream, bread, etc., with an estimated output of \$10,000,000 annually. In the shops and factories the fires scarcely ever die—even during periods of general industrial depression.

There is a good supply of both skilled and unskilled labor. Madison has no problem of child labor and women are not employed at less than a living wage. Industrially, Madison has exceptional possibilities. It is capitalizing sanitary products.

WHAT OTHERS SAY:

On my last visit to Madison, in 1913, I found one of the most thriving cities of its size in the country.—J. J. Blumhagenburg.

Men of force and vision will be able to develop these opportunities and make the city famous for its business as the University has made it famous for its interpretation of the functions of education.—E. H. Cresswell.

Madison's industrial, educational, and patriotic facilities and its increased motive power should induce the investment of capital along manufacturing lines.—George C. Markham.

MADISON AS A DISTRIBUTING DEPOT

Nine divisions of three great railway systems radiate out of Madison in all directions, the Chicago & Northwestern, the Chicago, Milwaukee and St. Paul and the Illinois Central railroads, making the city the logical distributing point for central and southern Wisconsin, northern Illinois, and an important factor in distribution to the great Northwest. There are 102 passenger and 18 freight trains daily. On account of the geographical location, midway between Chicago and the Twin Cities, Minneapolis and St. Paul, 28 farm machinery houses have depots here. Madison is an important wholesale lumber point; is in the center of Wisconsin's tobacco growing and shipping zone, and has a number of important wholesale houses.

Some of the raw materials in this territory are: coal, lead and zinc, lumber, leather, oil, silica sand, paper, dairy products, iron ore, copper, grains, iron and steel, and dyes and linseed oil. These raw materials are important factors in making Madison the more important distributing depot that it is destined to become.

WHAT OTHERS SAY:

The geographical location of Madison, its superior railroad connections, its five factory sites, give it all the essentials of a manufacturing and jobbing center.—Phillip H. Meyer.

Madison's location in the heart of a great state upon beautiful lakes give it special commercial and natural attractiveness.—John Barrett.

The commerce of Madison has been built up wonderfully in the last few years.—A. J. Farling.

Situated on an isthmus between two of its four lakes, surrounded by hilly country, Madison is a city famed for its great scenic beauty. It is one of the few cities of the country that have been richly endowed by Nature. Wherever possible, these natural advantages have been improved upon. The Madison Park and Pleasure Drive association, a voluntary organization of citizens, has spent over \$500,000 in improving the drives around the lakes and in increasing park area to 270 acres.

Madison is a strange place. Situated on a lovely, narrow, hilly plateau between two beautiful lakes, it is encircled with the soft scenery of central England, and, if it had been conquered by the white race a thousand years ago, would have had its cathedral, and in return would have given its name to a diocese of enchanted lakes, holy hills, and haunted woods.—William Ward.

It is hard to speak of the beauties of Madison without being charged with exaggeration. No city I have ever seen compares with it.—Senator Moses F. Chapin.

Madison is one of the most charmingly situated cities in the northern hemisphere. No city I have ever seen compared with it. Senator Moses E. Clapp.

David T. Fairchild.

Speaking of the view overlooking Lake Mendota from Observatory Hill, the famous Frenchman, Max O'Rell, said: "All Europe does not possess a spot of greater scenic beauty than is here presented."

Nadison is famous for its brains, but noted for its beauty.—Hubert F. Miller.
Nadison's beautiful shade trees and location between the lakes make it ideal in every way.—Congressman E. A. Hayes.

Madison is a city of beautiful homes. The location of the city, between the lakes, makes the residential districts even more attractive. It is a clean and healthful city with the lowest death rate of any city in the state 7.2 per 1,000 of population. The recreational facilities are unsurpassed in any city, embracing as they do all forms of summer and winter sports, both on land and on water, and including all collegiate sports. The per capita wealth and intelligence of the city is very high.

The home life atmosphere around Madison is pretty nearly ideal.—Hugh Chalmers, Never in my life have I visited a more attractive city than Madison. It combines the attractions of both an inland and a water front city. It is the cleanest place I ever saw; in fact, it is one of the most beautiful cities in the world.—Clark Howell.

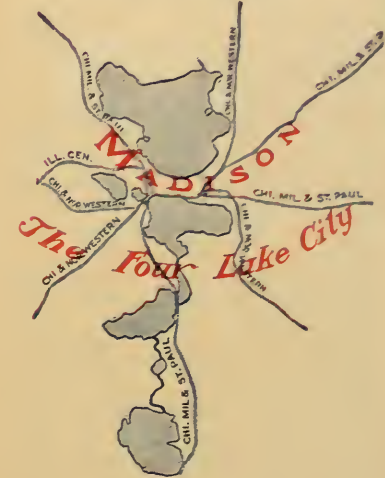
Never have I known so many happy people so set about with the things that make life livable as I found in Madison.—Charles Tenny Jackson.

There are more great men and women in New York, London or Paris, than in Madison. But in either of these places the desirable people are scattered through a population of millions and so diluted that they scarcely are perceptible in the mass. But Madison is a small city, so blessed with great people, both distinguished and undistinguished, that they really give tone to the town; a great State government and a great university are within easy reach of 40,000, surrounded by green fields, forests and lovely lakes, making up a residential whole that is the envy of the great cities of the world. It is a great delight to visit Madison—the atmosphere of the town lingers in one's memory long afterward.—Munson Havens.

Skilled laborers find Madison a good city. According to the Wisconsin Industrial Commission, Madison is the safest city for labor in Wisconsin.

For more facts about Madison write to
the

Madison
Board of Commerce
Madison, Wisconsin



CAPITAL OF A
GREAT COMMONWEALTH
BUT
MORE THAN A CAPITAL CITY

TERSE FACTS ABOUT MADISON, WISCONSIN

Population of 30,292; including suburbs, 35,000. (Not including students.)

Lowest death rate in the state.

Third largest hotel in state, and 9 others.

30 miles of pleasure drives, 8 miles of water front, 16 parks, 18 suburban tracts, 15 miles of street railway, 150 miles of streets, 3 auto buss lines, 4 boat lines, 33 churches and 6 hospitals.

102 passenger trains and 18 local freight trains, daily—best service in Wisconsin.

Entertained 25 conventions in 1914.

Over 10 million dollars in bank deposits, an increase of 3 million since 1910.

8,050 telephones, more per 1,000 population than any other city in the U. S.

A new sewage (bacteriological) disposal plant.

120 industrial enterprises.

Best library facilities west of the Alleghanies.

First city in education in the state; one of the first in the country.

Climate ideal, modified by lakes.

Annual rainfall, 32 inches.

A city market.

A Board of Commerce with 1,046 members.

For more facts about Madison write to the

Madison
Board of Commerce
Madison, Wisconsin



NOT A PERFECT CITY



However, the people of Madison do not regard their city as a "perfect city." They do not look upon it as the only place "where life is worth living." Neither do they regard it as the only "city of opportunity."

Madison is not a perfect city. No perfect city has yet been built. Not until individuals come closer to approaching perfection, not until men become imbued with more of the spirit of cooperation and less of the spirit of individualism, not until municipal government approaches that degree of efficiency long since demanded by private business, not until Nature smiles upon one locality continually, not until climate and atmosphere become a constant instead of a variable, can Madison, Wisconsin, or any other city, make a legitimate claim to perfection. If Madison were the only "promised land," if it were the only city "worth while," if it were the only city where people could "really live"—if, in other words, it were merely a self-satisfied community, instead of setting forth in the following pages impressions which Madison has made upon some of its many distinguished visitors who have sojourned here during recent years, this booklet would be devoted—as most literature issued by cities is—to setting forth our claims to consideration from the "we" point of view.

"The hospitality of Madison is proverbial."
CLARK HOWELL.



NEW PARK HOTEL AND ANNEX

"I know of no more pleasant place to live or visit."

HUBERT F. MILLER.



BOARD OF COMMERCE BUILDING

Madison gives promise of becoming a more perfect city. At least Hugh Chalmers says so, in the following words: "Madison combines to a remarkable degree the things necessary to attract people to a city, namely, a good place to do business and a fine place in which to live. The home-life atmosphere around Madison is pretty nearly ideal. Madison will progress just as fast as people learn of its great desirability as a place to call 'home.'" In this, Chalmers has not only struck the key-note of twentieth century city promotion, but has tersely stated the program of the Madison Board of Commerce—an organization of the common business knowledge of the common business people of Madison. Its citizens are animated

by a desire to make greater use of citizenship. Through this greater use of citizenship, they hope to make the Madison of the future a better place to call "home." This sentiment is shared by another citizen of Detroit, "where life is worth living." Other things being equal," says Mr. H. M. Nimmo, Editor of "The Detroit Saturday Night," "people will be glad to work where they are glad to live, and Madison can build a city of homes that has met in advance many of the municipal problems that now perplex her larger rivals."

*"Rarely has any city
the opportunity for service
that Madison has."*
H. M. NIMMO.

Animated by a desire to make Madison a more perfect city, 1064 public spirited citizens working together, through an efficient civic and commercial organization, have resolved, in the language of Balthasar H. Meyer, a member of



KEELEY, NECKERMAN & KESSENICH BUILDING

"No city I have ever seen compares with Madison."

UNITED STATES SENATOR MOSES E. CLAPP.



UNITED STATES FOREST PRODUCTS LABORATORY

the Interstate Commerce Commission, "to make the city as famous for its business, as the University has made it and the State famous for its interpretation of the functions of education and government."

GEOGRAPHY AND TOPOGRAPHY

Madison is the most important connecting point between Chicago and the "twin cities"—Minneapolis and Saint Paul—139 miles northwest of Chicago and 82 miles west of Milwaukee, the metropolis of Wisconsin. Eastern and southern connections through Chicago, and the outlet to the great Northwest are readily accessible. One hundred and two passenger trains daily connect this city with the important avenues of national transportation. The extent to which people from every section of the country avail themselves of these superior railroad facilities cannot fail to be impressed upon the minds of readers, through the variety of guests to this city who come annually from all corners of the earth.



ADMINISTRATION BUILDING, GISHOLT MACHINE COMPANY

"The splendid work of the Forest Products Laboratory will some day be fully appreciated."

J. E. RHODES.

Madison is located on a high, rolling isthmus, between Lakes Monona and Mendota. This isthmus extends southwest and northeast, about three-quarters of a mile in width. This isthmus is thirty-nine miles from the southern boundary of



THE WASHINGTON BUILDING

Wisconsin. It is ninety miles from the Mississippi River, two hundred and sixty miles from Lake Superior, and eighty-two miles from Lake Michigan. The map on page 63 shows Madison as a market center and indicates that it is in the heart

of Wisconsin, which gives it special commercial advantages. As a traveler of wide observation has tersely put it: "The salient feature of this region is the chain of four lakes extending from northwest to southeast, connected by the Yahara River. They were formed by a glacier which extended southwest from Green Bay to Madison. This slow-acting but Titanic agent threw up the hills which now make the summer landscape varied and charming." This same traveler goes on to say: "Few American cities can match this picturesque natural situation. Boston, Massachusetts, and Portland, Maine, have fine harbors broken by headlands and islands; Washington, District of Columbia, is bordered by the lordly



THE CARDINAL HOTEL

"On my last visit, in 1913, I found one of the most thriving cities of its size in the country."

RUDOLPH BLANKENBERG.



Potomac; Philadelphia has both the Delaware and the Schuylkill rivers; Detroit has a beautiful river front; and Milwaukee, Chicago, Cleveland and Buffalo have lake fronts. But no city in this country has just the combination of land and water that Madison has. If Madison lacks the cliffs and surges of the ocean, it has a most complete setting of sparkling water.



ORPHEUM THEATRE

Neither Washington nor Philadelphia has the undulating, hilly background. There is no lake city thus uniquely placed between two bodies of water—in the very heart of lake-land.” Other cities, it is true, have wonderful natural attractions, but there are few, if any, inland cities that have a water front as extensive as Madison has.

“The city of Madison has impressed me with its beauty and possibilities on the occasion of each visit,” says J. H. Kirkland, Chancellor of Vanderbilt University. “The rare combina-



FULLER OPERA HOUSE

tion of town and country, wide, extensive fields, and magnificent buildings, lakes and hills, give it a unique position among all the inland towns of our country.” Many visitors agree with Congressman E. A. Hayes of California, who regards Madison, Wisconsin, as the most beautiful little city he has ever seen. “Its beautiful shade trees and location between the lakes make it,” he says, “ideal in every way.” Sir Horace Plunkett



THE TRUMPP HOTEL

“Of the many cities of the United States I have visited, none have more inherent attractiveness than Madison.”

GEORGE K. TURNER.



DANE COUNTY COURT HOUSE

Lake), with a circumference of approximately eleven miles; and linked by the silver thread of the Yahara River, are the sister lakes Waubesa (Swan Lake) and Kegonsa (Fish Lake). Lakes Monona and Mendota are approximately 845 feet above ocean level and 210 feet higher than Lake Michigan. Mendota is five feet higher than Monona. Bluffs and embankments rise from 40 to 120 feet above the water, the sides and tops being covered with trees and shrubs.

In his tribute to "The Four Lakes of Madison," the poet Longfellow said, in part:

*"Four limpid lakes, four Naiades
Or sylvan deities are these,
In flowing robes of azure dressed;
Four lovely handmaids that uphold
Their shining mirrors rimmed with gold,
To the fair city of the west."*

Ex-Governor W. D. Hoard writes: "While chief executive of the state it was my

gave an interview to the New York Press in 1912 in which, among other complimentary things, he said: "I like Madison, Wisconsin, better than any other city I have visited in the United States."

By reason of its favored situation, "the four lakes city" possesses a charm which is peculiarly its own. Nestled among its clustered lakes, it looks out to the north over the broad expanse of Lake Mendota (Great Lake), about twenty-three miles in circumference, while to the south is the placid surface of Lake Monona (Spirit



THE CITY HALL

"Never have I known so many happy people so set about with the things that make life livable, as I found in Madison."—CHARLES T. JACKSON.

good fortune to entertain the famous Frenchman, Max O'Rell. I took him to the top of University Hill, where he could look out upon Lake Mendota. He was silent for several minutes, then turning to me said: "All Europe does not possess a spot of greater scenic beauty than is here presented."

"Most advantageous, too," says H. M. Nimmo of Detroit, "from the point of view of local material prosperity, is the city's location in one of the most impressive of western landscapes." If Nature has thus lavishly endowed this inland lake city, according to Mr. A. J. Earling, president of the Chicago, Milwaukee and St. Paul Railway Company—a frequent visitor to Madison—"Man has contributed his share."



FEDERAL COURT HOUSE AND POST OFFICE BUILDING

"It is difficult to leave this tribute to your city," says the railroad president, "without expressing also great admiration for your important and substantial business men who have built up the commerce of Madison wonderfully in the last few years. Through their deserved prosperity it has been possible to make Madison the rarely beautiful city which it is. The work of your Park and Pleasure Drive Association," he continues, "has interested all students of civic betterment.

"Madison's location, in the heart of a great state, upon beautiful lakes, gives it special commercial and natural attractiveness."

JOHN BARRETT.

While it has the superb advantages of your natural location, its work in

taking advantage of them and making them useful and enjoyable to your citizens and your visitors has been most admirable."

It is a fact that in order to better enjoy the scenic beauties around these lakes the citizens of Madison have spent nearly one-third of a million dollars on the improvement of the drives and parks. "What particularly appeals to me as regards the city of Madison," says



GAY BUILDING

"Madison—this country's most delightful union of the life of nature and the life of knowledge."

WILLIAM HARD.



THE ELKS' CLUB HOUSE

David Fairchild, agricultural explorer of the United States Department of Agriculture, "is the treatment which you have given to the surrounding roadways. I believe that your organization which beautified the country roads around Madison has done a great piece of pioneering work, and the publications of your committee on this feature of Madison's development have been a stimulus to me



THE UNIVERSITY CLUB

"More attractive than her location is the friendly spirit and the energetic progressiveness of her institutions."

JOSEPH E. DAVIES.

beyond any other publication issued in this country. The difficulty with most of our cities is that their suburbs are a ragged waste of suburban development. It is these ragged edges of our American cities which convince Europeans of their ugliness." The eleven parks, and twenty-five miles of lake shore drives connecting these parks, of which Mr. Fairchild speaks, cover an area of 282 acres.

This acreage is not inclusive of the 990 acres of recreational facilities included in the University grounds.

But with this accomplishment Madison is not satisfied. In this day of motor cars, city parks and drives must be connected by well-constructed rural highways. Madison will not be satisfied until its rural highways compare favorably with its park drives.



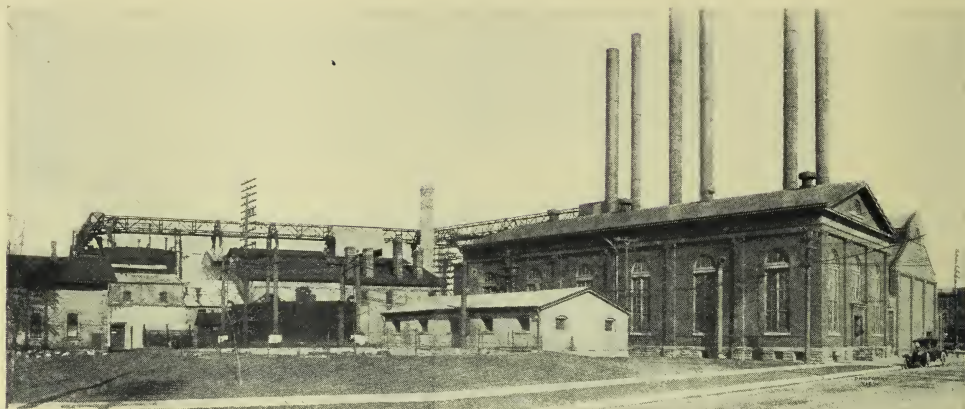
PHILADELPHIANS AT MAPLE BLUFF GOLF CLUB



THE MADISON CLUB

"Madison is one of the most beautiful and attractive of our American inland cities."

DR. JOSEPH SWAIN.



MADISON GAS & ELECTRIC COMPANY'S POWER PLANT

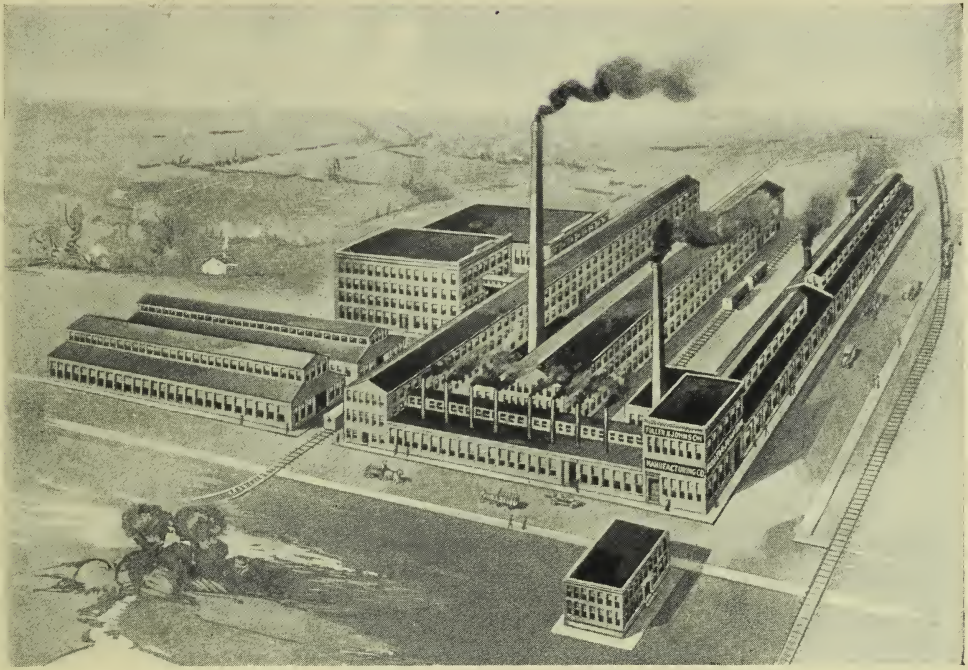
A HOME OF INDUSTRY

"To build up the humanity of a community is the surest way to build up the business of a community." Madison has profited by having made, long ago, this policy the foundation of its business program. Hence, the manufacturing and distributing interests of Madison are of great importance to this city today. Madison people are able to "produce and earn." They are also able to "buy and pay." The industrial activities of Madison are its greatest asset from a material standpoint. They contribute more to the wealth of the community than do the joint contributions of the University, with its 6,000 resident students, and the State government, with its large number of departments. One hundred twenty Madison industrial concerns, ranging from institutions which supply merely the local market,



GISHOLT MACHINE COMPANY

"Nature has done everything possible for Madison."—CLARK HOWELL.



FULLER & JOHNSON MANUFACTURING COMPANY

to institutions with international trade marks, are located here. They produce an annual output of approximately \$10,000,000. A large percentage of these industries are making substantial profits. Among the important products of these plants are agricultural implements, machine tools, gas and oil engines, lubricating devices, dairy products, electrical apparatus, dry batteries, hospital supplies, candies, building materials, beverages, baking products, printing, publishing.

The conclusions of a scientific survey by the Industrial Committee of the Madison Board of Commerce demonstrate that excellent opportunities exist for the future development, not only for our existing enterprises, but for a variety of additional industries capable of using the natural advantages of this location and the close proximity to raw material, production, and distribution.

Madison's industries are successful industries. A recent issue of "The Grain Dealers' Journal" typifies the successful growth of many of Madi-



T. S. MORRIS CO. AND L. L. OLDS SEED CO.

"Madison has the best opportunity to become a model, modern American city."

JOHN NOLEN.



SCANLAN-MORRIS COMPANY

son's industrial and distributing enterprises when it says, "L. L. Olds began in the seed business on a farm near Clinton, Wisconsin, in 1888, raising all of his own seeds. In 1890 he erected a warehouse at Clinton. Four years later he incorporated the L. L. Olds Seed Company for \$50,000 and in 1908, when the Clinton warehouse burned, the company moved to Madison, Wisconsin. The business of the company has doubled twice in the five years it has been established at Madison, sales in 1912 exceeding those in 1911 by forty-five per cent."

Sites are available for industries and for jobbing purposes which are favored with ample shipping facilities and terminals. The important lines of three great railroads radiate into Madison through the divisions of the Chicago, Milwaukee and St. Paul, Chicago and Northwestern, and Illinois Central Railroads. A glance at the map found on page 63 of this booklet shows Madison to be a hub, with



MADISON SADDLERY COMPANY

nine spokes radiating in all directions. The main line of the Chicago and Northwestern Railroad connects Madison with Chicago and the South, the "twin cities," and the great Northwest. This has made Madison the logical distributing point for Wisconsin and an important factor in transportation for the Middle and North West. As Balthasar H. Meyer, of the Interstate Commerce Commission, puts it, "The geographical location of Madison, its superior railroad connections, its fine factory sites, give it all the essentials of a manufacturing and jobbing center." In this connection Mr. H. M. Nimmo, editor of "The Detroit Saturday Night," says, "Further advantage in the study of large economic and social problems is promised Madison in the enlargement of its own industrial activities through the fact that it is

"The most beautiful thing about Madison is its thoughtfulness and neighborliness."

WM. H. ALLEN.

accessible to the industrial laboratories of Chicago and Milwaukee."

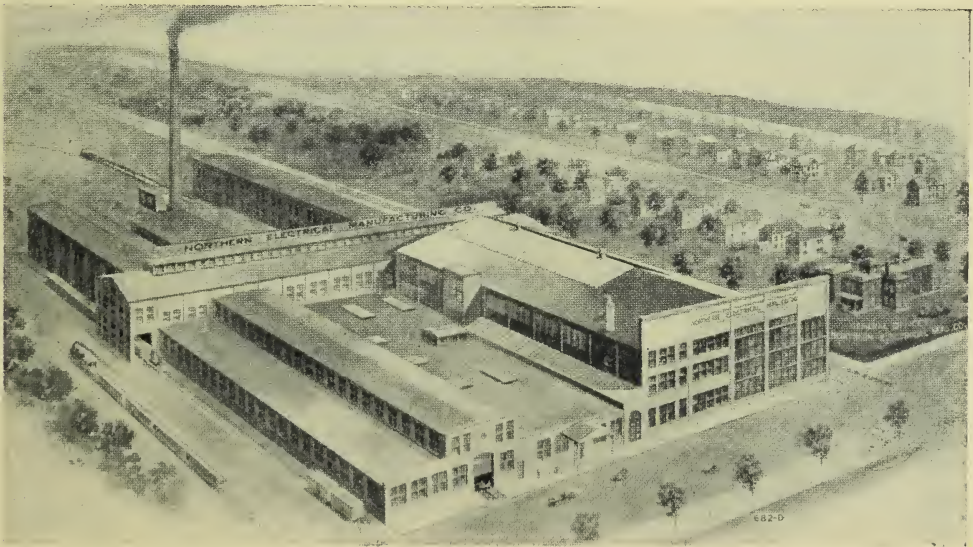
Madison needs to offer no bonus to industry; Madison has no bonuses to offer. Only industries are encouraged to locate here which, because of the nature of their business—raw material, labor, facilities for marketing, and those other elements which go to determine a successful location—which give promise of success in this community, belong here. In a word, Madison seeks to call attention only to the real advantages which it can deliver to industries. A definite statement of our assets and liabilities, as a home for a particular line of industry, will be promptly furnished those requesting industrial information on Madison by the Madison Board of Commerce.



TECKMEYER CANDY COMPANY

AN AGRICULTURAL REGION

Madison, the county seat of Dane County, is located in the heart of the largest dairy and agricultural region in the United States. Industrial and commercial activities which use dairy and agricultural products as a base have exceptional opportunities in Madison. Dairying is Wisconsin's first industry, and Wisconsin is first among the dairy states of the Union. It produces one-half of the cheese, and one-sixth of the butter of the United States. Here, then, we have a city



FORT WAYNE ELECTRIC WORKS

"The city is worthy of one of the greatest agricultural counties of the United States."

A. B. FARQUHAR.



CANTWELL PRINTING COMPANY

"The city is worthy of one of the greatest agricultural counties in the United States."

In Dane County most of Wisconsin's \$6,000,000 annual tobacco crop is grown and cured. With close proximity to the coal deposits of northern Illinois, within forty miles of the southern Wisconsin lead and zinc region, with one of the largest hydro-electric developments in the Middle West located within thirty miles of this city, Madison not only will continue to hold an important place among the distributing centers of the Middle

which is not only the "home of the State," but also the center of the most important line of business activity of that State.

Recently the territory tributary to Madison has developed into an important center for the condensing of milk, and enough condensed milk is made in this immediate territory annually to float four battleships. Mr. A. B. Farquhar, a large Eastern manufacturer of farm implements and heavy machinery, has not overlooked this striking, and unique, economic fact regarding Madison when he states,



STATE JOURNAL PRINTING COMPANY

West, but offers large inducements to business organizations not looking for charity but for the more substantial opportunities which will be looked for in the future, by industries efficiently organized—according to natural and created advantages of supply and demand. "Take it all in all," says Carl S. Vrooman, "I know of no place of its size



DEMOCRAT PRINTING COMPANY

"Madison is one of the most charmingly situated cities in the northern hemisphere."
DAVID G. FAIRCHILD.



MADISON CANDY COMPANY

be to overlook what every guest to Madison during recent years has called special attention to. Mr. Harry A. Wheeler's remark is typical: "Entrusted to this city is a great university, full of powers, full of responsibilities, teeming with opportunities, and with a



GRIMM BOOK BINDERY

in the world that can compare with Madison in the strength and many-sidedness of its appeal to men and women of intelligence, high ideals and capacity for enjoying the true, the beautiful and the good."

AN EDUCATIONAL CENTER

Next to manufacturing and distributing, education is the most important business institution in Madison. In fact, to mention Madison and not to mention in the same breath its great educational facilities would



BROWN BLOCK

magnificent campus and buildings." In this city is found a harmonious development of commerce, education and government.

Skirting the shores of Lake Mendota, in and adjacent to the city of Madison, Wisconsin, lie approximately 990 acres of land. This with some sixty buildings set thereon, and their splendid equipment, represent an investment by the State, in the community of Madison, of five and a quarter million dollars. So wide has the scope of this university become, so greatly has it enlarged upon its original

"Men of vision will make Madison famous for its business."

BALTHASAR H. MEYER.



MADISON-KIPP LUBRICATOR COMPANY

and the State of Wisconsin, is one of the many unique features of this University. It is the only institution of its kind in the United States and the largest in the world. Of it J. E. Rhodes of Chicago, Secretary of the National Lumber Manufacturers' Association, said: "The splendid work which you are doing at Madison is of interest not only to the lumber and kindred industries, but to the public at large, and some day will be more fully appreciated than it may be now."

To return to the impressions made by Madison on the editor of "The Detroit Saturday Night": "Rarely has any city the opportunity for service that Madison enjoys. Hers is the educational center of the State; and hers the seat of government.

"Madison has all the essentials of a manufacturing and jobbing center."
BALTHASAR H. MEYER.

In the expanding functions of American democracy, education is the

prime prerequisite for the popular direction of politics. In Madison the constant interaction of theory and practice is made admirably possible through the proximity of the state university and the state capitol." It has been often said that in no community in the world is to be found a higher grade of per capita intelligence.

"One cannot speak of your beautiful city without mention of its great university, of world-wide fame," speaking again, says A. B. Farquhar. "I am particularly impressed with Madison," says Dr. Harvey W. Wiley, "because it is the



BADGER STATE SHOE COMPANY

seat of what I regard as one of the most progressive universities in the country. Good, solid, practical education and patriotic politics joined together make Madison an object lesson among the cities of the world." With a resident enrollment of 6,000



MADISON PLOW COMPANY

"Madison is ideal in every way."

CONGRESSMAN E. A. HAYES.



MARSHALL DAIRY LABORATORY

ders of the University of Wisconsin. In consequence, we shall conclude this subject with a few additional opinions. Norman Hapgood, editor of "Harper's Weekly," points out the advantage in these words: "It," speaking of Madison, "is the center of as significant an educational influence as I know about anywhere in the world." John Barrett, Director General of the Pan American Union, makes a like reference to this advantage when he says: "The fact that it is the home of a great university—one of the greatest in the world—appeals to me almost more than any other argument in its favor. I believe that in consequence it will always hold

students and 6,000 additional students doing university work through correspondence, a large portion of the population of the state is kept in direct and daily contact with the city where the university is located. With 57,000 former students scattered throughout the world, Madison has an asset in every civilized community. It should be unnecessary to elaborate upon the material advantage which Madison derives through the location within its bor-



KENNEDY DAIRY COMPANY

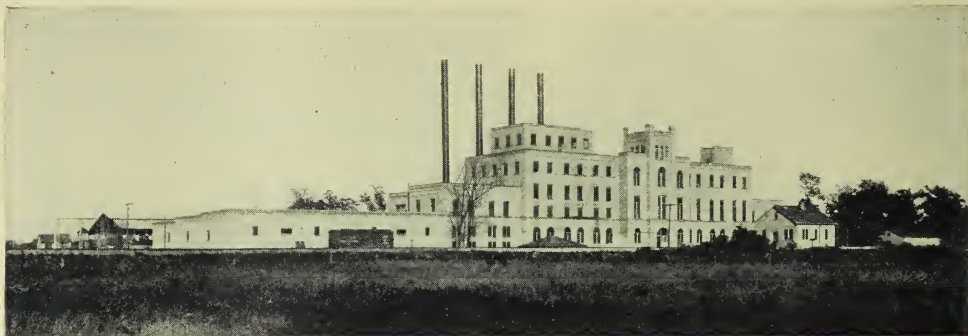
a unique position among the capital cities of the United States." Finally, Mayor Blankenburg, of Philadelphia, sets forth most strikingly and convincingly the importance to the city of Madison of its being the home of the University of Wisconsin: "I shall ever recall with the greatest of pleasure my sojourn last summer in the capital city of Wisconsin, during the visit of the City Club of Philadelphia, its members and friends. The thrift of the



MADISON FIREPROOF STORAGE COMPANY

"Madison is a sort of fad of mine."

CARL VROOMAN.



MADISON'S BEET SUGAR FACTORY

people, their genuine hospitality, the earnestness of the student corps, and the light and education diffused by the zealous and progressive teachers, cannot fail to make the University of Wisconsin one of the Meccas of those who seek higher education."

The presence of the University could scarcely fail to promote in Madison a most modern system of secondary education. Two high schools, eleven public schools, a private academy, six parochial schools, four schools of music, a business college, and a school of telegraphy, all contribute most efficiently to prepare the youth of the city for the larger facilities of education offered by the University. Due to its superior educational advantages, it is safe to say that more permanent

*"It is a great delight to visit Madison
—the atmosphere of the town lingers in
one's memory long afterwards."*

MUNSON HAVENS.



FREIGHT YARDS, C. & N. W. RY.

*"Madison must become world-renowned to even a greater extent than
it is now."*

DR. A. J. OCHSNER.



FREIGHT YARDS, C., M. & ST. P. RY.

residents are attracted to Madison than because of any other single reason. From every state in the Union come annually students and writers in large numbers, expressing the same sentiment as does William Hard, of "Everybody's Magazine": "I am glad indeed whenever my duty calls me there."

In a democracy, education is the twin brother of government. The constitution of the State of Wisconsin, adopted in 1848, made provision that for all time the seat of state government and the home of the University shall be located in Madison. "They," speaking of the Capitol, the University, and the State Historical Library, "are monuments that any city in this great country of ours would be glad to have. There are few commonwealths that have been so



SOUTHERN WISCONSIN RAILWAY CAR BARN

"Rarely has any city the opportunity for service that Madison has."
H. M. NIMMO.



UNIVERSITY BOAT HOUSE AND GYMNASIUM FROM LAKE MENDOTA

generous to one city as to place State Capitol, State University, and State Historical Society within the borders of a single municipality," says Harry A. Wheeler, Ex-president of the Chamber of Commerce of the United States. "Many a city and many a state has a state university, many another city is the seat of government, but there are but few in the borders of our great land that have them all together."

HOME OF THE STATE OF WISCONSIN

On the highest point between Lakes Mendota and Monona, in the very center of the city, one mile from "The Hill," in a fourteen acre park, the State government is housed, in a new, seven million dollar capitol, built of white Vermont granite, with a dome the second highest in the United States. "The grand building that is rearing itself on the hill is the gift of the State to Madison," concludes



CHILDREN'S DAY AT HENRY VILAS PARK

"The far-famed bay of Naples is not more lovely than Monona."

REV. C. H. RICHARDS.



LOOKING TOWARD THE CAPITOL FROM UNIVERSITY HILL

Harry A. Wheeler. This capitol is not only a credit as a home for the State of Wisconsin, but an inspiration to the thousands of people who come to Madison annually to view, at close range, the practical operation of Wisconsin's policies of government. To visit Madison without seeing the city from the capitol dome is to leave the city not really familiar with the landscape of the surrounding country, the panorama of which is only faintly suggested in the opening pages of this book.

Madison is not a "self satisfied city." Madisonians would be ungrateful to the citizenship of Wisconsin if they did not take just pride in the monument which has been erected in their city to the achievements of democracy in the commonwealth of which Madison is the capital city. Wisconsin cities are proud of their capital city; Madison feels its debt of gratitude to her sister cities of Wisconsin. Hence, Madison people share the satisfaction expressed by Miss Zona Gale when she writes, "It is a great glory for a city to be the scene of the strong legislation of the last few years in Wisconsin,

"Madison's location, in the heart of a great state, upon beautiful lakes, gives it special commercial and natural attractiveness."

JOHN BARRETT.



WATCHING THE ANNUAL CLASS RUSH

"It is hard to speak of the beauties of Madison without being charged with exaggeration."

U. S. SENATOR MOSES E. CLAPP.



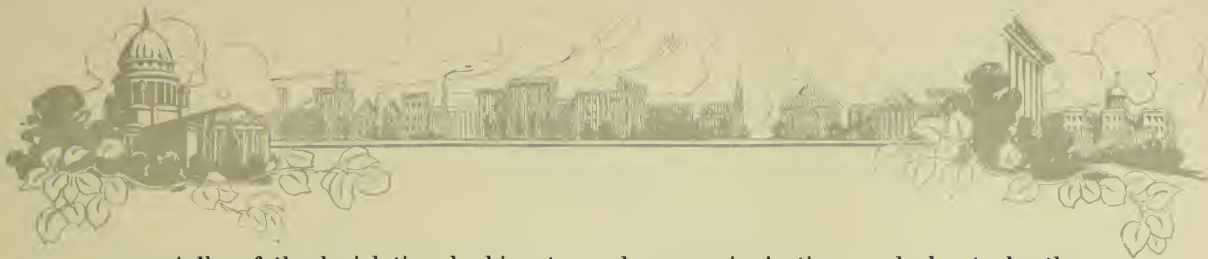
WISCONSIN STATE CAPITOL



CAPITOL DOME AT NIGHT

"The magnificent state capitol gives it a distinction that might be envied by any city."

J. H. KIRKLAND.



especially of the legislation looking toward economic justice; and also to be the setting for a university whose ideals are not confined to the forming of individual character, but extend to the business of bettering the race. We who love it are always watching to see how well it measures up to its gifts."

It is difficult for Madison citizens to forget the importance of the location within their city of the state government. Especially is this true when reminded by so distinguished a character as Theodore Roosevelt, who, recently writing in *The*



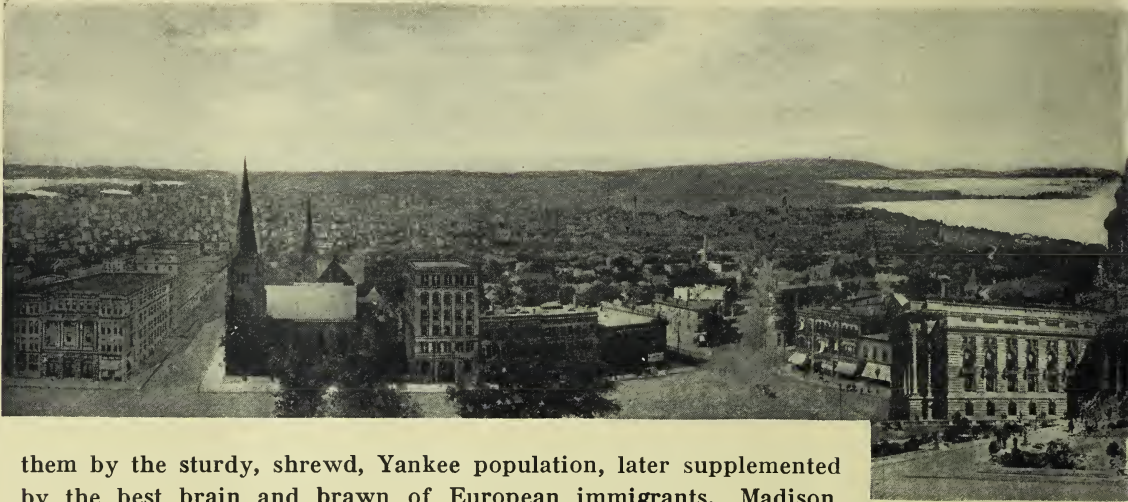
RECEPTION ROOM—EXECUTIVE CHAMBERS

Outlook, said, "It has rarely been my good fortune to meet a body of public men who are more practical, and at the same time more obviously in earnest in their desire to achieve ideals for social and civic betterment than the public men whom I met at Madison."

THE FUTURE CITY

It is conceded that without the natural and created advantages already commented upon, Madison could not have attracted the attention of those who have indulged in such tributes. But more important than physical location, more important than opportunities for work, accumulation of property, participation in education, science, and the functions of government, and religion, is the individual unit—the men and women who now inhabit this community, so well bequeathed to

"This capitol is an inspiration to the thousands of people who come to Madison annually."
HARRY A. WHEELER.



them by the sturdy, shrewd, Yankee population, later supplemented by the best brain and brawn of European immigrants. Madison, today, is a result of the truth so often stated, but so seldom understood—"Men and women make a city."

Here is found a high grade of intelligence, a high average of per capita wealth, a city of many homes, of no paupers, and of no millionaires, and a city where no class of people are discontented or unhappy. Visitors are made to feel the presence of the fact that "prosperity has been handed around" in Madison. It was in response to this consciousness that Herbert Quick, editor of "Farm and Fireside,"

"Madison holds a unique position among all of the inland towns of the country."

JAMES H. KIRKLAND.

said of Madison: "Wherever I go since I left Madison, I make the statement, in season and out of season, that I would rather live in Madison, Wisconsin, than in any other town in the world. It has more good things and fewer bad things than any other city I have ever known. It has scenic beauty, pure water, pure air, and back of it all it has a civic and social atmosphere which is unsurpassed. There are more great men and women in New York, London and Paris than in Madison. But in either of these places the desirable people are scattered through a population of millions and so diluted that they are scarcely perceptible in the mass. But Madison is a smaller city, so blessed with great people, both distinguished and



PLEASURE LAUNCH

"In the very heart of Lakeland."

ERNEST BRUNCKEN.



undistinguished, that they really give tone to the town." William H. Allen, Director of the Bureau of Municipal Research of New York City, should know a city when he sees it. Making municipal government, such as will make a city a more attractive place in which to live, is his business. Of all the impressions which he might have spoken of, it is significant to note the fact which impressed him most strikingly: "To me the most beautiful thing about Madison is its thoughtfulness and neighborliness." Joseph E. Davies, Commissioner of the Bureau of Corporations of the United States, at Washington, also calls attention to this fact, in these words: "Splendid as are the beauties of her location, still more attractive is the friendly spirit and the energetic progressiveness of her institutions." "I found there splendid neighbors and hosts of friendly, intelligent people who know how to live and share their life with others," concludes Balthasar H. Meyer. "I know of no city which possesses a larger proportion of people in comfortable circumstances."

"Never in my life have I visited a more attractive city than Madison."
CLARK HOWELL.



SKATING ON LAKE MONONA

Up to recent years successful programs of city development were based largely upon material *creation*. Human *recreation* is day by day becoming a more important item in the plans of city promoters. Many cities will never recover from the fact that their waterfronts have been assigned by previous generations to no

"One of the most impressive of western landscapes." H. M. NIMMO.

more human service than as acreage for railroad terminals. Millions of dollars are being spent annually by cities to reclaim marsh land, because of the lack of municipal foresight. Modern business and professional efficiency demand recreational facilities. These are demanded not only in the interest of the present, but in the interests of the future citizenship of a community. In planning the University of Chicago it is said that Rockefeller made the statement that he would



ASSEMBLY CHAMBER—CAPITOL

endow the University of Chicago with additional millions if that would give to that institution one of Madison's lakes.

Fortunately for the Madison of today, and the Madison of the future, a far-sighted Madison citizenship kept in trust for the future abundant natural recreational facilities. As a result, Madison has solved in advance a perplexing problem,

"I would rather live in Madison than in any other town in the world."

HERBERT QUICK.

which most of her sister cities are seeking to solve. Chancellor Kirkland of Vanderbilt University does not overlook this striking fact when he says, "The rare combination of town and country, wide, extensive fields and magnificent buildings, lakes and hills, gives it a unique position among all the inland towns of our country."

As one visitor says, "Madison could be justly famed as a resort if it had no more serious and solid attractions." "The city of Madison has more views which cause the visitor to say 'Gee Whiz!' than any other city I can recall, except the cities containing great natural wonders like Niagara Falls, Colorado Springs, and others

"The public men I met at Madison are practical, obviously in earnest to achieve ideals."

THEODORE ROOSEVELT.

of that class," says Munson Havens, of Cleveland. Clark Howell, editor of "The Atlanta Constitution," clinches this fact with the statement, "Nature has done everything possible to adorn Madison, and to protect the health of its people. It combines the attractions of both an inland and a water-front city. It is the cleanest place I ever saw. In fact, it is one of the most beautiful cities in the world."

Says Dr. Albert J. Ochsner, "In

all of my travels in many countries I have never found a university town that had so many features which seemed to be provided by Nature to inspire. The natural beauty of the city, the location of the university at the very edge of the city and still where it is not disturbed by commerce or manufacturing districts, the lakes with their splendid effect upon the health and the aesthetic sense of the people, the opportunities for athletic work on land and water, and the exceptional oppor-

tunities for hearing good music, all contribute so much toward making Madison an ideal town that, as the years go on, it must become world-renowned to even a greater extent than it is now."

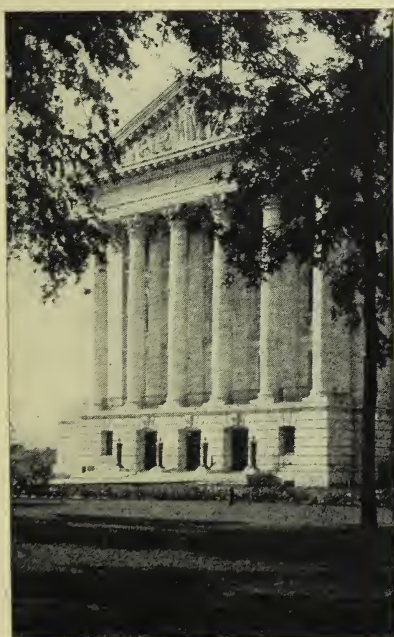
The healthfulness of its climate and its bracing air, spoken of by so many visitors to Madison, render it a place of unrivaled attractions as a resort for summer tourists from all parts of the country. "Irregular shore lines, bulging ridges made it very awkward to lay

out a pretty town, yet these very elements make it picturesque. The blue lakes so mirror the

sky on either side that heaven seems all about us, as well as overhead. The jutting promontories, the overhanging bluffs, the shores fringed with Nature's own embroidery, the horizon necklaced with hills, the sunset at once the inspiration and despair of artists, make up a scene whose witchery of beauty is



ASSEMBLY CORRIDOR—CAPITOL



EAST ENTRANCE—CAPITOL

"Your university library is the most satisfactory I have ever worked in."

CARL VROOMAN.

"It is a great glory for a city to be the scene of the strong legislation of the last few years in Wisconsin."

ZONA GALE.



VILAS PARK ZOO

ever fresh and captivating. The far-famed Bay of Naples is not more lovely than Monona, and if more historic associations cluster there, we are creating them here. Mendota is as charming as Como, minus the overhanging mountains; and we can make up for these by our legends. The Yahara is a more beautiful stream

"No city I have ever seen compares with Madison."

MOSES E. CLAPP.

than the Tiber"—thus has Madison been characterized by one of America's most extensive travelers.

As early as 1858 Madison was declared by Horace Greeley to be the most magnificent site of any inland town he ever saw. Sir Edwin Arnold said in 1892, "It is the most beautiful little city in the world." Commenting on these two expressions, Mr. Hubert F. Miller, Manager of the Chicago Association of Commerce, says: "I quite agree with Sir Edwin Arnold as to the beauties of Madison, and with Horace Greeley, who said it was the most magnificent site of any inland town, but if Sir Edwin Arnold could see it today he would not call it a little city, and if Horace Greeley could have postponed his visit fifty years he would not need to qualify his praise in any way.



YACHT RACES—WEEKLY EVENTS DURING THE SUMMER

"I am particularly impressed with Madison."

DR. HARVEY W. WILEY.



ICE BOATING ON LAKE MONONA

Before I visited Madison for the first time I had supposed the city was celebrated chiefly for its brains. Now I know it is famous for its brains but noted for its beauty. I do not know of a more beautiful or more pleasant place to live or visit."

There are collateral advantages arising from a city advertising campaign that have never been given proper emphasis in the "tables of results" occasionally published by commercial organizations throughout the country. And yet, city advertising has ranged from the misleading to the ridiculous and the absurd. "Injudicious lying brings all liars into bad repute," said Mark Twain. The controlling purpose of this information on Madison has been to lessen the "injudicious lying" of municipal publicity. Our aim has been to make no claim which could not be verified by a visit to the city. Comments by disinterested, but responsible, people should be more convincing than prejudiced statements made by those who could not be blamed for overstating the case of their home town. Madison will continue to receive favorable comments from those who



A CRITICAL MOMENT



TOBOGGAN SLIDE

"Madison could be justly famed as a resort if it had no more serious and solid attractions."

CARL VROOMAN.

come here only so long as it continues to be a place capable of getting people to think well of it. People who speak well of it today we expect will be able to say additional good things about it in the future. Otherwise it must become noted for having squandered its natural and human endowment.

But a city like Madison, in the center of the richest agricultural and dairy region in Wisconsin, with exceptional transportation facilities, a logical market and distributing point, with more industries in proportion to its population than



MAIN HALL—UNIVERSITY OF WISCONSIN

any other city in Wisconsin, cannot be overlooked by the manufacturer or the distributor. A city with more passenger trains daily entering its stations than any other city in the State of Wisconsin, with exceptional hotel accommodations, with good highways leading into it, on the main highways to Chicago, Milwaukee, and Saint Paul—a city with such facilities for travel will not be overlooked by the tourist, autoist or convention delegate. A city with four lakes at its door, with beautiful drives, with boating, fishing, camping facilities, pleasure launches, an excellent climate, with human institutions of national fame, will not be overlooked by the summer resorter, the sightseer and the human explorer. A city

"All Europe does not possess a spot of greater scenic beauty than is presented from University Hill."

MAX O'RELL.

which is rapidly developing these natural and man-made assets will surely continue to be a place capable of getting people to come and remain.

"Of all the cities in the United States," says John Nolen, of Boston, Fellow of the American Society of Landscape Architects, speaking in his book entitled "Madison, a Model City," "it appears to me that Madison has the best opportunity to become in the future a model modern American city. It has the site, the environment, the climate, the population, the high civic spirit, the traditions, the



AGRICULTURAL HALL—UNIVERSITY OF WISCONSIN

paramount attractions of government and higher education. It lacks only the increase of wealth and population, which time will certainly and quickly bring, the co-operation of various public bodies, and a well-considered plan of city making which it is the purpose of this report to at least inaugurate. It is within the power of the people of Madison to make Madison in the future what Geneva is today—a beautiful and well-ordered, free, organic city."

A city which hopes, and plans to advance, and become, in the words of John Nolen, "a beautiful, well-ordered, free and organic city," must accept new standards. It must apply new methods to new occasions. It must grasp new opportunities, discard depreciated custom, if it would hold its own in this day of real

"The location of the University, at the edge of the city, makes Madison an ideal university town."

DR. A. J. OCHSNER.



VIEW SHOWING "PICNIC POINT" IN THE DISTANCE



AGRICULTURAL BUILDINGS AND CAMPUS—UNIVERSITY OF WISCONSIN

"There is no gift that a state can bestow upon a city like the gift of its university."
HARRY A. WHEELER.

competition among cities—a competition as free and uncontrolled as has been competition among the individual business interests of the country prior to the last decade.

Like the individual, a city can dissipate its inherited natural endowment. Like the family unit of society, the second generation of a city can fail to preserve the good name of those from whom that city was inherited. This it can most easily do by leaving neglected

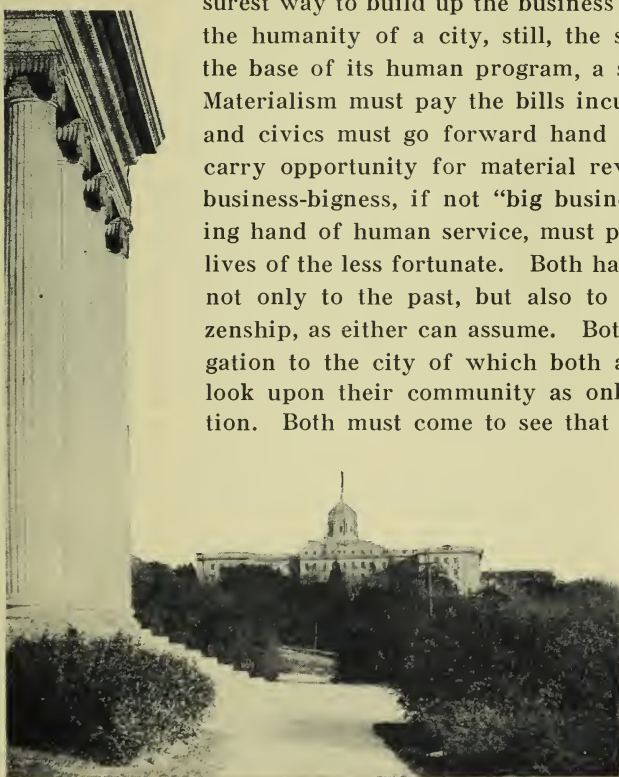
its real opportunities, by failing to create, by lacking initiative to promote, by refusing even to grasp the privileges which were “thrust upon it.” While the surest way to build up the business of a community is to build up the humanity of a city, still, the successful city must retain as the base of its human program, a substantial, material structure. Materialism must pay the bills incurred by idealism. Commerce and civics must go forward hand in hand. The one hand must carry opportunity for material reward to industry for creating business-bigness, if not “big business”; the other, the encouraging hand of human service, must promote more happiness in the lives of the less fortunate. Both have as much real responsibility, not only to the past, but also to the future generation of citizenship, as either can assume. Both hands must fulfill their obligation to the city of which both are the “keepers.” Both must look upon their community as only an enlarged private institution. Both must come to see that there is no such happiness as

exclusive happiness, no prosperity save mutual profit, no real progress if it be not that progress which retains the good of the old and accepts the tried of the new.

This conception of an efficient community regards all citizens of a city as builders of a single business — as community-business-builders. It recognizes



HORSE BARN—AGRICULTURAL COLLEGE



MAIN HALL FROM AGRICULTURAL HALL

“Madison is the center of as magnificent an educational influence as I know about anywhere in the world.”

NORMAN HAPGOOD.

community building as manifesting itself in the power to make permanent and profitable patrons for a community. This conception of a city recognizes that permanent patrons are made for a city, as for a private business or profession, only by making conditions within that city such as will produce a city product—everything that the people of a city have to sell—such as will attract people to that city, such as will get people to acknowledge the superior commodity of that city. The result is a product such as will persuade people to purchase at a profit, both to seller and buyer, the good things which that city has to offer to the world. Thus the citizens of that city, no matter in what line of business or profession they are engaged, are anxious to improve the elements which enter into the complete product which their city has to market. They are interested in making the commodity of their city so serviceable that the trade mark of their



STATE HISTORICAL AND UNIVERSITY LIBRARY BUILDING

city will become acknowledged as standing for utility and service—at a price that is right, just and equitable. The citizens of such a city are constant in their efforts to improve the commodity which they are producing. Continuous analysis of the weak elements of their community product is their program. How best to serve home patrons, temporary guests, and prospective inhabitants is their aim.

This program of community building imposes no real burden, nothing but opportunity, upon anyone. It merely gets men to enlarge the common functions of citizenship. It leads men to associate with citizenship in a city an enlarged opportunity for city good. The paying of taxes, complying with police regulations, loyalty to arbitrary ward lines, the recognition of the legal confines of a municipality which recognizes little, if any, common interests with its rural neighbors—these narrow conceptions of one's city are dispelled in a city of real

"Madison—famous for its brains but noted for its beauty."

HUBERT F. MILLER.

community builders. Such a community demands adequate legal authority to work out its local problems. Such a community is more interested in what it receives for each dollar of tax money levied than its rate of taxation. Such a community sees that although its right to levy taxes and incur debt should be its own privilege, yet, it must always be subject to such intelligent supervision of expenditures as will effectively safeguard against extravagancies and waste. Such a community aims to turn over the city to its future owners a better place than they found it. Such a community insists upon giving to its growing children better equipment to make better use of the better environment than was the equipment with which it began its work.



MADISON HIGH SCHOOL

Just such a community is not yet found in this country. Such a community Madison is not. Such a community Madison, according to many authorities, in addition to John Nolen, bids fair to become. To become such a community Madison has the ambition to aspire. The legislature of Wisconsin has already acted favorably upon joint resolutions which when finally adopted by the people, as they undoubtedly will be, and incorporated as amendments to the State Constitution, will provide all the power necessary for effective action by both State and city. All who come to share the life and cooperate in the work of building a bigger, better and busier city will be generously received. And they, too, like all the rest of us who hear we are living in "the most beautiful little city in the world," will never regret the day they came to dwell in the fair "city of the four lakes." In the Madison of today, just as she is, just as others have seen and admired her, every seeker of "A Model City" is welcome to sojourn and remain.

"It appeals strongly to those who appreciate beautiful scenery."

GEORGE C. MARKHAM.

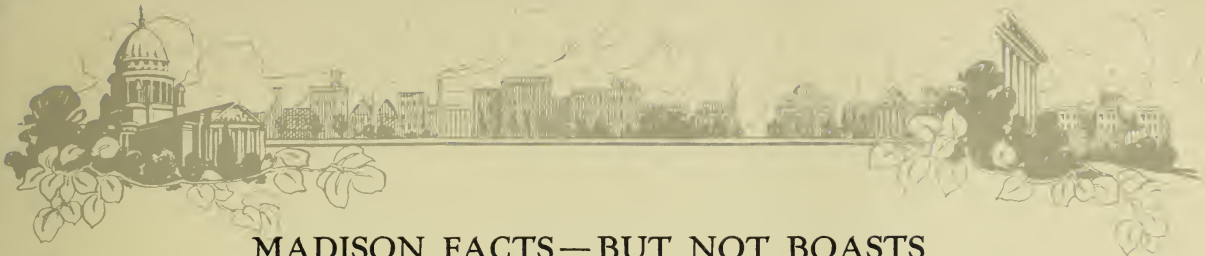


FATHER PETIT SCHOOL



THE RANDALL SCHOOL—A SOCIAL CENTER

"Madison is a lovely gem of the first water, set in the clasp of four silver lakes."
ELLA WHEELER WILCOX.



MADISON FACTS—BUT NOT BOASTS

I. GEOGRAPHY AND TOPOGRAPHY

1. *Latitude* 43° 05' north, longitude 89° 23' west. One hundred thirty-nine miles northwest of Chicago, 82 miles west of Milwaukee, 260 miles southeast of St. Paul (and Minneapolis), 39 miles from southern boundary of Wisconsin, 90 miles east of the Mississippi River, 75 miles west of Lake Michigan, 260 miles from northern boundary of Wisconsin.

2. *City located* on isthmus, 974 feet above the sea, about three-fourths of a mile wide and six and a half miles long, between Lakes Mendota



IRVING SCHOOL

and Monona; area of former 16 square miles, greatest depth 84 feet, circumference 22 miles; area of latter 5 square miles, greatest depth 75 feet, circumference 11 miles. Feature of this city and region is chain of four lakes extending northwest and southeast; Mendota and Monona connected by Yahara River. Region formed by glacier which extended southwest from Green Bay, Wisconsin. Lakes have a broken and varied shore line, bluffs and embankments rising from 40 to 100 feet above the water; surrounding country rolling and covered with rich vegetation.

"Madison's beautiful shade trees and location between the lakes make it ideal in every way."

CONGRESSMAN E. A. HAYES.



SCHOOL CHILDREN AT PLAY



PLAY GROUND CENTER WITH INSTRUCTOR IN CHARGE

"Nature gave you the fairest spot in all Wisconsin upon which to build a city."

HARRY A. WHEELER.

II. CLIMATE, HEALTH AND RECREATION

1. *Climate.* Average temperature seven months, (October to April) below 50, July and August above 68; climate cool and bracing in winter, 146 days of winter, with minimum temperature ten degrees below zero; extremes not of great duration, average only 18 days with minimum below zero, seven days with maximum above 90. Annual rainfall nearly



CITY (CARNEGIE) LIBRARY

32 inches, half of which falls from May to September. Weather and climate of Madison variable, same seasons in successive years rarely alike; the four lakes modify the climate, retarding spring and fall; growing season 179 days; summer evenings cool, few fogs, much sunshine, few windstorms. Numerous springs, and ten artesian wells of remarkable purity form the city's water supply.

"Madison combines to a remarkable degree the things necessary to attract people to a city."

HUGH CHALMERS.

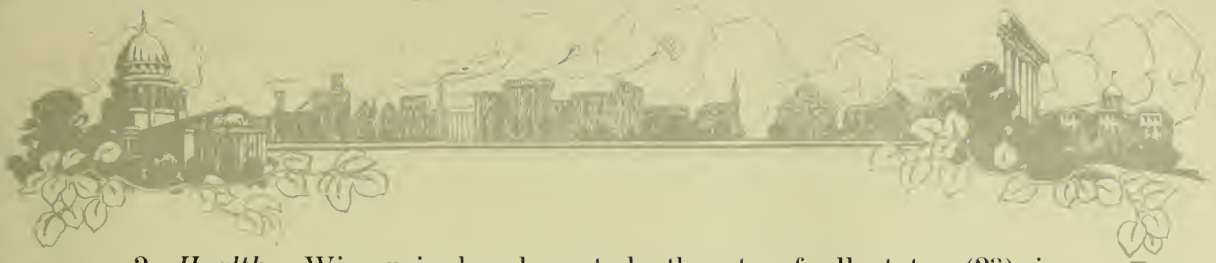


ST. MARY'S HOSPITAL



MADISON GENERAL HOSPITAL

"The welfare of the citizen is placed above all commercial and mercenary matters."
DR. HARVEY M. WILEY.



2. *Health.* Wisconsin has lowest death rate of all states (23) included in federal report, with the exception of two new Western states. The average rate of these 23 states was 15 per 1,000. Rate for Wisconsin was 12 per 1,000, while the Madison death rate was only 7.2 per 1,000. Six hospitals in city.

3. *Recreation.* Nineteen parks, area of 269 acres, with 41,945 feet of water frontage, not including University grounds. A modern zoo. Thirty miles of pleasure drives; 18 suburban tracts; 150 miles of boating on lakes and river; bathing beaches, and bath houses with attend-



MADISON CITY MARKET

ants, a real city base ball team, and every form of intercollegiate athletic contest. Playgrounds, toboggan slides, skating, skiing, ice yachting, regattas, canoeing, motor boating. Fishing (bass, pike, perch, pickerel, etc.). All winter and summer sports, free or at small cost, none of which are commercialized. One opera house, one vaudeville house, ten motion picture houses, twelve bands and orchestras.

III. INDUSTRIES AND COMMERCE

1. *One hundred twenty industries*, fifth largest number in state; value of product approximately \$10,000,000 in 1913. Principal products: machine tools, gasoline and oil engines, electrical machinery, hospital furniture and fixtures, horse collar pads, electric hand lamps, dry batter-

"Madison—a center of American ideals and institutions."

H. L. BRIDGMAN.



THE STEENSLAND BRIDGE OVER THE YAHARA

ies, shoes, agricultural implements, silos, rennet extract, art glass, geological and landscape models, boats, candy, cigars, beverages, bread, etc.

2. *Distributing point*, due to transportation on three railroads, Chicago and Northwestern, Chicago, Milwaukee and St. Paul, and Illinois Central; nine divisions out of Madison, with 24,715 miles of trackage radiating in all directions, serving every state in the Middle and Northwest. On the main line of Chicago and Northwestern, midway between Minneapolis and Chicago; 102 passenger trains daily, 24 local freight trains daily. Fifteen miles of street railway system, with 35 modern cars; engineers say best for cities in 30,000 class. Auto busses to suburbs. Raw material for which Madison is distributing zone: coal, lead



LAGOON IN TENNEY PARK

"Madison's beauty of 1914 is the best instructor in landscape statesmanship I know."

WILLIAM H. ALLEN.



BRITTINGHAM PARK—MONONA BAY

and zinc, silica sand, agricultural and dairy products, iron ore, copper, lumber, paper, leather, cement, steel, oil.

3. *Bank deposits*, 1910, \$7,818,694.10; 1914, \$11,725,743.21. Bank resources, 1910, \$10,339,657.75; 1914, \$14,712,044.84. Eight thousand fifty telephones, most of any city in the United States per 1,000 population. One hundred twenty-six thousand two hundred twenty-six money orders paid and sold in 1913, value \$855,194.88. Postal receipts, \$246,934 in



CONVENTION DELEGATES AT MONONA PARK

"The natural attractiveness of Madison has been liberally and intelligently improved upon."

A. J. EARLING.



THE DRIVE ALONG SHERMAN AVENUE

1913. Internal revenue receipts, \$1,125,000 in 1914. Three hundred seven building permits in 1913, representing a building investment of \$1,556,000. Number of miles of water mains, 76. Sixty-five miles of gas mains. Sixty-six hundred horse power electric plant; cheap power: 10c per K. W. first 30 hours of active load; 6c per K. W. next 60 hours of active load; 2c per K. W. over 90 hours of active load; active is 55 per cent of connected load, for factories. Cheap gas, \$1.15 per 1,000 cubic feet for first 2,000 cubic feet; \$1.05 for next 3,000 cubic feet; 90c per 1,000 cubic feet over and above 5,000 cubic feet.

IV. AGRICULTURE

1. *Soil.* Rich, rolling, clay loam prairie, of limestone origin, adapted to any phase of farming suitable to the climate of the region, particularly favorable to live stock production; a natural field for dairy cows,

"The treatment you have given the surrounding roadways appeals to me."
DAVID FAIRCHILD.

because of growth of luscious grasses, the general yield of cereals, and splendid crops of corn; capable of producing such excellent money crops as tobacco, garden truck, fruits and vegetables.

2. *Dane County*, of which Madison is county seat, has 4047 farms; sixteen towns and villages. 16,789 acres are devoted to tobacco raising. Ninety-five per cent of the county's area is in farms, 72 per cent in improved land. Highways are good. 20,932,967 pounds of tobacco are raised annually. There are 80 creameries, 85 cheese factories, two milk condenseries. First county in Wisconsin in rural population—47,143; first in Wisconsin in farm acreage—736,340 acres; first in dairy cows of Wisconsin—115,000, leads nearest competitor of state by 15,000. Stock is delivered to Union Stock Yards of Chicago within few hours after loading at Madison; feeding unnecessary. First in state in value of farm implements and buildings—\$14,000,000; county land valuation,



TENNEY PARK LAGOON AND DRIVE

"It is within the power of the people of Madison to make Madison in the future what Geneva is today."

JOHN NOLEN.

\$52,000,000; production of cereal crops, 7,500,000 bushels annually. Dane County produced more corn in 1909 than either Washington or California; more grapes than Montana; more orchard fruits and small fruits than North Dakota; greater amount of clover in 1909 than South Dakota; more forage crops, more of timothy and clover mixed than were grown in Oklahoma; more oats than Louisiana (17 bushels greater yield per acre); more oats on 100,000 acres than Virginia, with 204,000



"THE WILLOWS," ON THE LAKE SHORE AT TENNEY PARK

acres. Commercial fertilizers available and inexpensive. Great annual yield of alfalfa. Twenty-two weekly and four daily newspapers; 20 telephone lines; 27 rural free delivery routes; University School of Agriculture in close touch.

3. *A prosperous population* inhabits Dane County, born and bred on farms, and developed as tillers of the soil from youth; a people that

"What is there left in Madison for a community organization to do, except to say to the rest of the world, 'Come.'"
HOWARD STRONG.



LOOKING TOWARD THE CITY FROM A SHADED NOOK



THE CITY FROM LAKE MONONA, AT NIGHT

*"Madison has more views which cause the visitor to say 'Gee Whiz!'
than any other city."*

MUNSON HAVENS.

have developed from sturdy western European stock, combining the common sense, thrift, and tenacity of purpose of their forefathers, with a modern, educated American progressiveness. Their homes and well-kept farms give evidence of the prosperity of this community.



NORTH CARROLL STREET RESIDENCES

V. EDUCATIONAL CENTER

1. *First city in state in education.* Eleven graded schools, two high schools, six parochial schools, four schools of music, one academy, one vocational school, one continuation school, one business college, one school of telegraphy. Six thousand two hundred ninety-five pupils enrolled in public schools, 95 per cent of these in regular attendance. City gardening promoted by public schools. Educational system of Dane County represented by 270 common and 13 private schools, in addition to high schools.

"I like Madison better than any other city I have visited in the United States."

SIR HORACE PLUNKETT.



LANGDON STREET RESIDENCES



GILMAN STREET RESIDENCES

"Nature has lavishly endowed Madison, but man has contributed his share."
A. J. EARLING.



LANGDON STREET, LOOKING WEST



FROM THE PIAZZA AT THE MENDOTA HOSPITAL

"Never have I known so fair a spot within the easy compassing of such comfortable homes."

CHARLES TENNEY JACKSON.



2. *University of Wisconsin*, opened in 1850, occupies 990 acres of land with over 60 buildings, represents an investment of approximately five and one-quarter million dollars, has an enrollment of 6,765 resident students and 6,126 in Extension Division. Of resident students 4,422 are Wisconsin born of whom 1,018 reside in Madison; 2,343 come from every state in the Union and 20 foreign countries; 4,744 are male and 2,021 are female students. Co-education policy adopted in 1869. It has 651 professors, instructors, and assistants. It graduated four students in 1854, 783 students in 1914; graduated a larger num-



WORK OF THE MADISON GARDEN ASSOCIATION

ber during the last ten years than during the preceding 44 years of its life. Two million eight hundred thousand dollars are available for use in 1914, derived from: federal grants, state tax of three-eighths of a mill on all property in state, legislative appropriation, student fees, and private gifts. All colleges of the University are focused in Madison. The Babcock Test is one of the most famous contributions to practical science, from the University of Wisconsin.

"Madison—a rare combination of town and country."

J. H. KIRKLAND.

3. The following libraries form a valuable adjunct to the educational system: City, State Historical (best equipped working library west of the Alleghanies), University, Agricultural, Engineering, State Law, Legislative Reference, and collections of several learned societies; in all nearly 1,500,000 volumes and pamphlets. The City Library, with its eight branches, in 1913 circulated 164,000 volumes, only 60 per cent fiction. Well known museums are: State Historical, Anatomical, Chemical, Drug, Pathological, Zoological, Botanical, Herbarium, and the collection of the Madison Art Association.



HYDRAULIC POWER AT PRAIRIE DU SAC—NEAR MADISON

VI. GOVERNMENT

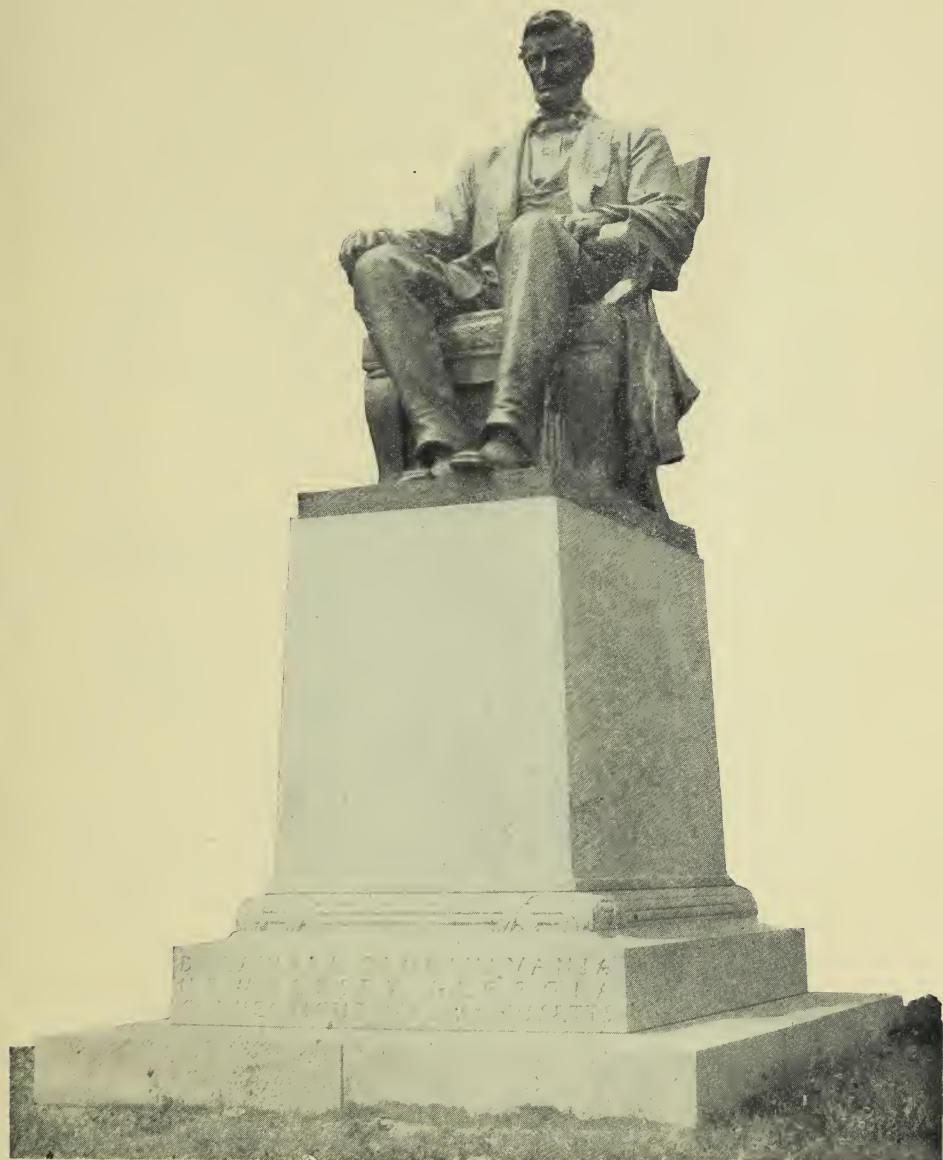
1. Plans drawn for new federal court house and post office building costing \$550,000; new state capitol building nearing completion, costing \$7,000,000, artistic symbol of the state, shape of Greek cross, dome second highest in the United States—283 feet high, this, the distinct feature of the building; Dane County court house, costing \$180,000. City tax levy in 1914, \$700,000. One of the first cities in the United States to have a city plan, prepared by John Nolen, of Boston. A most efficient fire department; municipally owned water plant, rate \$.06 per hundred cubic feet for first 75,000 cubic feet, \$.05 over and above 75,000 cubic feet. Federal, state, county, and municipal governments all housed in close proximity and in the heart of the city.



VIEW OF THE WISCONSIN DELLS—NEAR MADISON

"The most magnificent site of any inland city I ever saw."

HORACE GREELEY.



THE STATUE OF LINCOLN, BY ADOLPH ALEXANDER WEINMAN, SCULPTOR, WHICH STANDS ON THE CREST OF THE HILL IN THE UNIVERSITY OF WISCONSIN COURT OF HONOR, OVERLOOKING THE CAPITOL CITY

"It combines the energy and friendliness of the newer West with the beauty and finish of the older East."

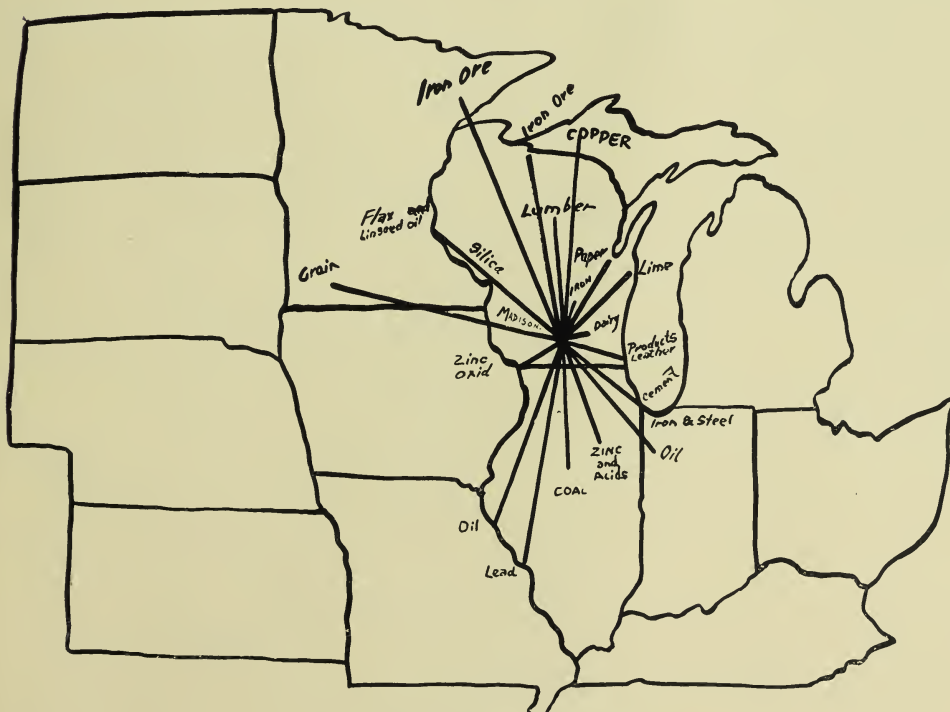
GEORGE K. TURNER.



TOPOGRAPHICAL MAP OF MADISON AND THE FOUR LAKE REGION



MADISON AS A MARKET CENTER



MADISON AS A CENTER OF RESOURCES



LOOKING TOWARDS THE CITY FROM BRITTINGHAM PARK

